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## Client-Rich Market Propels 14 NJ Firms Into Law360 400

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Law360, New York (March 25, 2014, 9:13 PM ET) -- The concentration of the pharmaceutical, telecommunications and other important industries combined with a dense population, government regulation and close proximity to major cities have made New Jersey a fertile place to grow the 14 firms on the **Law360 400** that call the Garden State home.

The New Jersey-based firms on the Law360 400 are mostly regional firms with strong roots in the state. With eight offices in the northeast, New Jersey's oldest law firm, **McCarter & English LLP**, leads the pack with 404 U.S. attorneys. The remaining firms all have fewer than 300 attorneys in the U.S. That includes **McElroy Deutsch Mulvaney & Carpenter LLP**, a 30-year-old firm that ranks second in the state with more than 290 U.S. attorneys spread across 10 locations.

### NEW JERSEY FIRMS IN THE LAW360 400

FIRM	U.S. ATTORNEY HEAD COUNT	U.S. PARTNER HEAD COUNT
McCarter & English	404	200
McElroy Deutsch	291	110
Day Pitney	275	124
Gibbons	230	122
Archer & Greiner	185	116
Riker Danzig	145	54
Sills Cummis	140	61
Norris McLaughlin	129	92
Connell Foley	129	65
Wolff & Samson	125	58
Cole Schotz	118	86
Wilentz Goldman	113	67
Stark & Stark*	105	72
Greenbaum Rowe*	100	N/A

Most of the Law360 400 firms based in New Jersey have their chief New Jersey offices in the northern part of the state, including McCarter. The firm started in New Jersey more than 170 years ago and Newark remains its biggest office, but McCarter doesn't view itself as a New Jersey law firm. All of its offices are equally important, which includes locations in Boston and Washington, D.C., according to Wilmington, Del.-based Chairman Michael P. Kelly.

“We don't have eight different teams, we have one team,” he said.

Still, the firm is proud of the brand it has built in New Jersey representing clients such as Hayward Industries Inc., [Prudential Financial Inc.](#), Metropolitan Life Insurance Co., [Bristol-Myers Squibb Co.](#) and <http://www.law360.com/companies/johnson-johnson> [Johnson & Johnson](#), according to Kelly.

New Jersey has been called the “Medicine Chest of the World” because of the presence of J&J and other life sciences giants and was long a hub for telecommunications companies. The concentration of such industries, the service businesses they attracted and the state's overall density have meant a client-rich environment, according to [Gibbons PC Chairman](#) and Managing Director Patrick Dunican.

Dunican, whose firm was the fourth largest New Jersey-based firm on the Law360 400 with 230 U.S. attorneys, added that the state has been an abundant source of real estate, environmental and government work, which includes both representing public entities and lobbying. Newark-based Gibbons was again the state's top lawyer-lobbying firm and fifth overall in 2013, doing nearly \$2 million in business.

“The key there is to have a diverse practice mix,” Dunican said.

“By having a diverse practice mix, you can service one client in a whole bunch of ways.”

New Jersey's pharmaceutical and telecommunications industries have contracted, but Gibbons has tapped new business by expanding to places such as New York, where it can net work from the rest of the country and Europe, and Wilmington, Del., because of the bankruptcy work there, according to Dunican.

New Jersey can be a natural jumping off point and center for regional expansion, according to Archer & Greiner PC Chairman James H. Carll, whose firm's 185 attorneys ranked fifth. Established in 1928, the Haddonfield-based firm has other New Jersey offices but also locations in New York, Philadelphia and Delaware.

“If you take a look at the Northeast where there's tremendous economic density, New Jersey sits right at the cross roads of it,” Carll said.

“We started as a firm in Southern New Jersey and we recognize that you needed to have a broader breadth than that, both geographically and also with the bench strength that clients today want to see, which has fueled our desire to go from a South Jersey law firm to a regional law firm that we are today,” he added.

The boom periods for some of New Jersey's industries may have waned, but other sectors are growing. Hospital and health care work has skyrocketed over the last 10 years, according to Sills Cummis & Gross PC managing partner Max Crane. Seventh on the New Jersey list with 140 attorneys, Newark-based Sills has also beefed up its services in the food and beverage arena, Crane said.

“We offer a much better warehouse environment, a much better transportation environment, and that's what is driving those industries,” he said. “New Jersey is a natural location and nexus for them, and we're one of the firms ... focused in that area.”

New Jersey's courts have also generated legal work in the state, according to Michael K. Furey, a member of Riker Danzig Scherer Hyland & Perretti LLP's executive committee. The Morristown-based firm's 145 attorneys ranked sixth on the New Jersey list.

“The New Jersey courts have always been in the forefront of recognizing rights, and that has led to an explosion of litigation in our courts over the last 40 years,” he said.

Founded in 1983, Morristown-based McElroy Deutsch focused on that bounty of litigation before expanding to handle transactional work and other matters for clients, according to managing partner Edward Deutsch.

“With the vast number of people in the state, it seems like a perfect place for a firm like ours that has targeted, specific areas of practice to create a quality reputation and do high quality work at a fair price,” he said.

**Methodology:** Law360 surveyed U.S. law firms on domestic attorney and partner head count information as of Dec. 31, 2013. Firms based outside the U.S. were not surveyed, and only attorneys based in the 50 states and the District of Columbia were included in the responses. Firms that have shareholders, members or principals in lieu of partners have those numbers listed in the 'partner' field.

The firms marked with an asterisk on the list either declined to provide head count information or did not respond by the survey

deadline. Law360 tabulated estimated head count data for those firms between March 14 and March 18 using either the firms' websites or Martindale.

<http://www.law360.com/legalindustry/articles/521371/client-rich-market-propels-14-nj-firms-into-law360-400>